

LEO BURNETT U.S.A.

A DIVISION OF LEOBURNETT CO. CHICAGO, ILL.

AD# BCK200-01 REQ# M19872 "ALMIGHTY BUCK" PAGE 4/5 (8-3/4 X 11-1/2) NATIONAL MAGAZINES, 1991

Printed in U.S.A.

THE ALMIGHTY BUCK



**Full rich flavor,
not full price.**

Available in Kings & Kings Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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90%¹'s suggested retail price

Kings Lights: 11 mg "tar," 0.7 mg nicotine — Kings: 14 mg
"tar," 1.0 mg nicotine av. per cigarette by FTC method.

